

\$30,000,000 FOR IRRIGATION

Nearly 1-3 of This Vast Sum--\$9,000,000--Comes to the El Paso Valley

180,000 acres of land to be made into gardens which will supply the United States. In five years from this date, land which can now be purchased in the El Paso Valley for \$50 to \$100 an acre will sell for \$1000 an acre. The tide has turned toward El Paso and El Paso Valley; no power on earth can keep her back; 100,000 population for El Paso in sight.

The history of the Mississippi, the Missouri and the Ohio valleys show that where intense fertility and abundant water supply are to be found, there will be the most desirable location for settlement and development, and that these lands will be taken up and cultivated long before the less fertile and productive lands are taken up. The El Paso valley of the Rio Grande is similar to those other great valleys, in that it has the best possible natural conditions for farming, and it is certain that it will also be settled long before the less fertile and semi-arid tracts of the southwest are even homesteaded. Not only has the El Paso Valley, the richest of the Rio Grande chain of valleys, the richest soil texture and a sure water supply for irrigating, but it also has a market at its door to which can be sold a large part of the output of the entire valley. With conditions as favorable as these, all that is needed to make the soil produce crops that will make the grower rich within a few years, is the industrious and intelligent application of the laws of scientific agriculture.

The soil, in itself the richest by chemical and physical test to be found in the southwest, is being constantly enriched by the irrigation waters that are run over the land to supply moisture to the growing plants. The Rio Grande carries immense amounts of fertilizing materials annually from the headwaters, and this is deposited on the lands of the lower valleys. Lime, magnesia, aluminum, carbonic acid and nitrogen, the latter the most important element of plant life, are carried down the river in solution, and as soon as the waters are run onto the lands, these elements of plant growth are deposited on the surface of the soil. The air of the valley is very dry and causes rapid evaporation. This in turn causes the plants to take up the moisture from the irrigated ground rapidly, and with it these life-giving substances that are distributed through the body of the plant and cause the rapid growth. The richness of the soil is not on the surface of the land, as it is so often found in other sections. It extends down many feet and the fertility is practically inexhaustible when economic agriculture is carried on. This land has been built up by sediment from the river that has been carried down from above and dropped over the El Paso Valley. Hundreds of years have been consumed in this building-up process, and the result is a soil texture that consists of a number of strata of rich silt, in the formation of a huge layer cake.

The Elephant Butte project, when completed, will be one of the biggest irrigation engineering accomplishments ever finished in this country. It will supply water for irrigating 180,000 acres of land in the El Paso Valley of the Rio Grande, and will be built at a cost of \$9,000,000. It will be built in a gorge at a point about 50 miles above Rincon, at what is known as Elephant Butte. At this point the river runs between rock walls, and it is the plan of the engineers to construct a concrete retaining wall from one of the sides of the gorge to the other, making the reservoir a solid wall of masonry connected to the natural rock forma-

tion. The water will be backed up and will flood a tract of 45 miles long and will have a storage capacity of 2,000,000 acre feet, and over 38,000 acres of land will be submerged when the reservoir is filled. This immense dam will catch and hold the flood waters of the Rio Grande that come down with the melting snows of the spring and early summer. The water will be stored behind the immense concrete wall and will be run out over the lands to be irrigated as needed. Water rights, or the right to receive water for land under this irrigation dam, have been fixed by the government at

water rights for the entire acreage under the dam, a small fee for running expenses being the only charge made against the land.

When an individual goes miles away from home to do his marketing, there must be something wrong with the home market. This is the condition that has existed in the past in the El Paso Valley. El Paso, the metropolis of the southwest, and consuming thousands of dollars' worth of garden and orchard products, is forced to go to California and Colorado markets for these supplies. At her door lies an immense garden

the use of the refrigerator cars, fruits and vegetables can be delivered in the eastern markets three days ahead of the California products, and in much better condition. Apple and peach raising in the El Paso Valley yields large returns on small investments, and the ranchers are learning to set out orchards on all their farms in order to take advantage of the high prices for these products. The climatic conditions are peculiarly good for fruit growing, the winters being mild and warm. The atmosphere is dry and the sun bright at the time it is most needed to ripen and color the fruit. The peach tree is another standard in the El Paso Valley, and produces heavy crops each year. Many of the varieties bear 100 pounds to the acre the third year, and the life of the trees seem to be unlimited, the trees continuing to grow and bear for years after they are planted. Apricots can also be raised here with profit, as these trees require little attention and bear regularly. Plums, prunes, quinces and all of the small fruits and berries suited to this locality yield a large profit from their cultivation.

It is predicted that within five years this entire irrigated area will be devoted entirely to the business of growing fruits, melons and garden products. The land is too rich and is too limited in area to continue to grow alfalfa at a profit equal to that which can be made from the other products. When this is realized by the ranchers, the alfalfa fields will be plowed up, put in fruit trees and market gardens, with the result that the income from the land will be increased many times over that received at present from the alfalfa crops. There is no uncertainty about farming in the El Paso Valley. The sunshine, the water, and soil are all here twelve months in each year. All that is needed to make the valley is the application of the rules of intensive cultivation and the soil will respond with results beyond the expectations of the most enthusiastic. The returns to be received from farming in the El Paso Valley are many times over that of any other section of the country in comparison with the amount of capital and labor invested, and it is up to the grower to make the most of the splendid natural conditions.

When Coronado, the most daring of the Spanish explorers, started on his journey from Sonora to seek for the fabled gold of the seven cities of the north, he little realized that when he was crossing the El Paso Valley he was walking over lands that were destined to produce more wealth to the acre than any one of the mythical seven cities were supposed to contain in their treasure chests.

In the records of the Christian Brothers at Santa Fe it is recorded that the Spanish conqueror told stories of a beautiful valley that he had crossed on his march. It was a valley of running rivers, trees and mountains, and he spoke of it as the garden spot of the new world. There is little doubt that he was thinking of the beautiful valley of the lower Rio Grande, the El Paso Valley, for in no other part of the land of beautiful scenery is there a valley more beautiful than this one, and it is becoming known throughout the country as the land of sunshine, the valley of hearts' desire.



C. O. COFFIN'S FAMOUS PEAR ORCHARD, EL PASO VALLEY.
Nowhere else in the United States does the Bartlett pear grow to such perfection as in the El Paso Valley of the Rio Grande river.

\$40 an acre. This is to be paid at the rate of \$4 an acre a year, and at the end of ten years the entire irrigation system, including the dam and the canals that are to be built to carry the water, will become the property of the land owners. The money that is being spent by the government in building this dam is in the nature of a loan to the people of the valleys under it. Each land owner is to pay his part of this loan back in the form of yearly payments, and when the debt has been paid off, the entire system will become the property of the farmers. This will mean practically free

that is capable of supplying, not only the city, but the entire territory tributary to it, if the farmers would only devote themselves to this business. Fruits, vegetables and other garden stuffs can be raised in the El Paso Valley under ideal conditions. The soil, climate and temperature all unite in supplying the requirements for successful market gardening. It is not necessary to pick the fruit long before it has begun to mature and attain its best flavor in order to get it to market. Fruits can be picked one morning and delivered to the Denver and other markets the following day. By

Any of the Following Will Tell You All About This Great Valley

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LONE STAR LAND CO., 213 Texas St., El Paso, Texas.

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